

## **CURRICULUM VITAE**

**David H. Henard**

Associate Professor  
College of Management  
North Carolina State University  
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This curriculum vitae is accurate and current as of April 1, 2007.

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# David H. Henard

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## Education

Ph.D. Texas A&M University, College Station  
M.B.A. Emory University, Atlanta  
B.A. University of Tennessee, Knoxville

## Academic Experience

2006 – present Associate Professor, North Carolina State University  
2000 – 2006 Assistant Professor, North Carolina State University  
1998 – 1999 Instructor, Texas A&M University  
1996 – 1998 Research Assistant, Texas A&M University  
1996 – 1997 Teaching Assistant, Texas A&M University

### Courses Taught:

Managing Business Relationships	Advertising / IMC
Personal Selling	Product Management
Advanced Sales Applications	

*Avg. Course Ratings (2000-06): Undergraduate courses 4.95/5.00; Graduate courses 4.76/5.00*

*Personal Teaching Portfolio is available upon request.*

## Professional Experience

Philip Morris Companies (Altria)

### *Kraft USA Division*

District Sales Planning Manager, Atlanta Region

### *Oscar Mayer Foods Division*

Region Sales Planning Manager, Southern Region  
Region Sales Development Manager, Southern Region  
District Trade Marketing Manager, Atlanta District  
Assistant District Sales Manager, New York District  
Area Sales Manager, Indianapolis District  
Account Manager, Dallas District  
Account Representative, Tampa District  
Sales Representative, Memphis District

### *Kraft Food Ingredients Division*

Customer Service Technologist, Memphis Plant

## **Areas of Research Interest**

Innovation and Product Development  
Knowledge Management  
Sales and Sales Management  
Negative Publicity Effects

## **Areas of Teaching Interest**

Advertising / IMC  
Business Communications  
Marketing Strategy  
Professional Selling  
Product Management  
Sales Management

## **Awards and Honors**

- Teaching Excellence Award – College level, 2006, NC State University
- NC State University Academy of Outstanding Teachers, 2003-present
- Alumni Outstanding Teacher Award – University level, 2003, NC State University
- Alumni Outstanding Teacher Award – College level, 2003, NC State University
- Marketing Science Institute research grant award, 2002
- Honorable Mention Paper Award, 2002, Marketing Science Institute
- Edwin Gill Research Grant Award, 2000-2001, NC State University
- Assoc. of Former Students University-level Distinguished Graduate Student Teaching Award, 2000, Texas A&M University
- Dept. of Marketing Doctoral Student Teaching Excellence Award, 1999-2000, Texas A&M
- Procter & Gamble National Dissertation Competition Winner, 1999-2000
- Fellow, 1999, American Marketing Association – Sheth Foundation Consortium
- Dept. of Marketing Doctoral Student Research Excellence Award, 1998-1999, Texas A&M
- Best Paper Award, 1999, American Marketing Association Winter Marketing Educators' Conference
- Alpha Mu Alpha Honorary Society
- Regent's Fellowship, 1996, Texas A&M University
- Dean's Fellowship, 1996, Texas A&M University
- Kraft Foods and General Foods Innovation Award, 1994
- Oscar Mayer Foods Sales Council Award: 1986, 1987, 1988, 1989

## Publications

### Refereed Journal Publications

Henard, David H. and M. Ann McFadyen (2007), "Making Knowledge Workers More Creative," *Research-Technology Management*, forthcoming.

DelVecchio, Devon, David H. Henard, and Traci H. Freling (2006), "The Effect of Sales Promotion on Post-Promotion Brand Preference: A Meta-analysis," *Journal of Retailing*, 82 (3), 203-13.

Henard, David H. and M. Ann McFadyen (2006), "R&D Knowledge is Power," *Research-Technology Management*, May-June, 41-7.

Henard, David H. and M. Ann McFadyen (2005), "The Complementary Roles of Applied and Basic Research: A Knowledge-based Perspective," *Journal of Product Innovation Management*, 22 (6), 503-14.

*Metrics: 1 citation.*

Henard, David H. (2002), "Negative Publicity: What Companies Need to Know About Public Reactions," *Public Relations Quarterly*, 47 (4), 8-12.

*Metrics: 1 citation.*

Henard, David H. and David M. Szymanski (2001), "Why Some New Products Are More Successful than Others," *Journal of Marketing Research*, 38 (August), 362-75.

*Metrics: 61 citations. #5 most cited JMR article between 2000-2005.*

Szymanski, David M. and David H. Henard (2001), "Customer Satisfaction: A Meta-Analysis of the Empirical Evidence," *Journal of the Academy of Marketing Science*, 29 (1), 16-35.

*Metrics: 65 citations. #1 most cited JAMS article from inception -2005.*

### Book Chapters & Other Publications

Henard, David H., M. Ann McFadyen, and Keven C. Malkewitz (2003), "The Impact of Dedicated New Product Development Resources On Firm Return on Investment," *Marketing Science Institute Reports*, 3 (4), 75-89.

Dacin, Peter A., Tom Brown, et al. (2002), "Corporate Identity and Corporate Associations: A Framework for Future Research," *Corporate Reputation Review*, 5 (2/3), 254-63.

*Metrics: 7 citations.*

Henard, David H. (2000), "Item Response Theory," in *Reading and Understanding MORE Multivariate Statistics*, Vol. II, Larry Grimm and Paul Yarnold, eds. Washington, DC: American Psychological Association, 67-97.

## **Refereed Proceedings**

Henard, David H. (1999), "Competitive Advantage Through Innovation: An Initial Examination Into the Lack of Radical Innovations," in AMA Marketing Educators' Winter Conference Proceedings, Anil Menon and Arun Sharma, eds. American Marketing Association, 40.

Henard, David H. and Peter A. Dacin (1999), "New Product Diffusion in an Ambiguous Information Environment," in AMA Marketing Educators' Winter Conference Proceedings, Anil Menon and Arun Sharma, eds. American Marketing Association, 41. *Awarded Best Paper for the Technology, Innovation and Entrepreneurship in Marketing track*

Szymanski, David M. and David H. Henard (1998), "Customer Satisfaction: A Synthesis of the Cumulative Evidence," in Frontiers in Services Conference, Vol. 7, Roland Rust, Leonard Berry, and Stephen Brown, Eds.

Henard, David H. (1998), "Network Externalities: The Phenomenon of Increasing Returns and Opportunities For Strategy Research," in AMA Marketing Educators' Winter Conference Proceedings, Dhruv Grewal and Connie Pechmann, eds. American Marketing Association, 385-90.

Henard, David H. (1998), "Suppressor Variable Effects: Toward Understanding an Elusive Data Dynamic," paper presented at the annual meeting of the Southwest Educational Research Association, Houston, January 1998. Co-published in the *Educational Resources Information Center (ERIC)*, accession number ED416215.

Henard, David H. (1998), "Using Spreadsheets to Implement the One-Parameter Item Response Theory (IRT) Model," paper presented at the annual meeting of the Southwestern Psychological Association, New Orleans, April 1998. Co-published in *Educational Resources Information Center (ERIC)*, accession number ED418992.

## **Research in Progress**

Available upon request.

## **Selected Academic Service**

Journal Reviewer

- *Journal of Marketing* (since 2002)
- *Journal of Product Innovation Management* (since 2003)
- *Journal of Retailing* (since 2004)
- *Journal of the Academy of Marketing Science* (since 2006)
- *IEEE Transactions on Engineering Management* (since 2004)

Member (2007), NCSU College of Management Department Head Search Committee, Business Management Department

Member (2006 – present), BioPharma Management Initiative Curriculum Advisory Committee

*Academic Service, continued*

Chairman (2006), NC State Business Management Department recruitment and hiring committee, Marketing faculty search

Reviewer (2006), Development of New and Management of Existing Products track, American Marketing Association, Winter Educators' Conf.

Member (2005 – 2006), NC State College of Management Strategic Planning Committee

Faculty Advisor (2005 – present), Alpha Kappa Psi business fraternity

Reviewer (2005), Product Development and Management Association (PDMA) research proposal competition

Track Co-chair (2005), Marketing and Innovation track, American Marketing Association, Winter Educators' Conf.

Session Chair (2005), Innovativeness & Learning, American Marketing Association, Winter Educators' Conf.

Reviewer (2005), Innovativeness & Learning, American Marketing Association, Winter Educators' Conf.

Reviewer (2005), American Marketing Association, Winter Educators' Conf.

Member (2003-2006), NC State College of Management Undergraduate Curriculum Committee

NC State Business Management Department Liaison between Asst. Professors and senior faculty/administration (2003-2006)

Member (2003, 2004), NC State Marketing Area Asst. Professor Search Committee

Reviewer (2002), American Marketing Association, Summer Educators' Conf.

Session Chair (1998), Methodology, Measurement and Statistics track, Southwest Educational Research Association annual meeting.

## **Professional Associations**

Academy of Marketing Science

American Marketing Association

Alpha Mu Alpha National Honorary

Association for Excellence in Sales and Marketing Education

North Carolina State University Academy of Outstanding Teachers

Product Development and Management Association